

## WHAT IS CLAIMED IS:

1. A method for tracking analytical information acquired during consumer transactions, comprising the steps of:
  - conducting a commercial transaction between a customer and a vendor;
  - creating a record of each of the transactions conducted between the customer and the vendor;
  - storing the created record of the commercial transaction in a vendor transaction database;
  - retrieving the created record from the vendor transaction database;
  - retrieving from an enhancing database information relating to information retrieved from the vendor transaction database;
  - storing the combination of the retrieved records from the vendor transaction database and the retrieved information from the enhancing database as aggregate data in an aggregate database in a relational manner; and
  - performing an analysis on the aggregate data stored in the aggregate database in accordance with a predetermined analytical algorithm to provide an analytical result.
2. The method of Claim 1, and further comprising the step of accessing the analytical result and displaying such accessed analytical result.
3. The method of Claim 1, and further comprising the step of modifying the predetermined analytical algorithm.
4. The method of Claim 1, wherein there are provided a plurality of records stored in the vendor transaction database.

5. The method of Claim 4, wherein the step of retrieving comprises the step of retrieving a plurality of records from the vendor transaction database.

6. The method of Claim 5, wherein the step of retrieving operates in response to receiving a request for one or more of the stored records in the vendor transaction database.

7. The method of Claim 6, wherein the request comprises a fixed number of records.

8. The method of Claim 6, wherein the request comprises a time range of records.

9. The method of Claim 8, wherein the request comprises a date range of records.

10. The method of Claim 6 and further comprising the step of modifying the request as a function of the number of commercial transactions being conducted.

11. The method of Claim 5, wherein the step of retrieving operates in response to the creation of one or more of the records in accordance with predetermined criteria.

12. The method of Claim 11, wherein the predetermined criteria comprises the receipt of a fixed number of records since the last retrieval step.

13. The method of Claim 11, wherein the predetermined criteria comprises time criteria such that records are retrieved after a predetermined amount of time from a last retrieval operation.

14. The method of Claim 11, wherein the predetermined criteria comprises date criteria such that the step of retrieving operates in accordance with predetermined dates.

15. The method of Claim 11, wherein each record is retrieved upon creation thereof.

16. The method of Claim 1, wherein the predetermined analytical algorithm comprises a statistical analysis algorithm and wherein the step of performing the analysis comprises statistically analyzing the aggregate data.

[illegible]

17. A method for analyzing transaction information in association with a plurality of commercial transactions between a plurality of customers and a vendor, comprising the steps of:

creating a transaction database of the commercial transactions  
5 between the plurality of customers and the vendor, which transaction database includes information relating to the transactions and the associated customers;

extracting a select portion of the transaction database and creating an intermediate aggregate database including information relating to the transactions and the associated customers;

10 interfacing with an enhancing database having demographic contained therein that is associated with the customers in the intermediate aggregate database;

extracting demographic information from the enhancing database corresponding to a select portion of the intermediate aggregate database for addition thereto that defines a new and aggregate database; and

15 performing a statistical analysis on the aggregate database in accordance with a predetermined statistical analysis algorithm to provide an statistical result.

18. The method of Claim 17, and further comprising the step of accessing the statistical result and displaying such accessed statistical result.

19. The method of Claim 17, and further comprising the step of modifying the predetermined statistical analysis algorithm.

20. The method of Claim 17, wherein there are provided a plurality of records stored in the transaction database.





33. The method of Claim 32, and further comprising the step of accessing the analytical result and displaying such accessed analytical result.

34. The method of Claim 32, and further comprising the step of modifying the predetermined analytical algorithm.

35. The method of Claim 32, wherein there are provided a plurality of records stored in the vendor transaction database.

36. The method of Claim 35, wherein the step of retrieving the created record from the vendor transaction database comprises the step of retrieving a plurality of records from the vendor transaction database.

37. The method of Claim 36, wherein the step of retrieving the created record from the vendor transaction database operates in response to receiving a request for one or more of the stored records in the vendor transaction database.

38. The method of Claim 37, wherein the request comprises a fixed number of records.

39. The method of Claim 37, wherein the request comprises a time range of records.

40. The method of Claim 39, wherein the request comprises a date range of records.

41. The method of Claim 37 and further comprising the step of modifying the request as a function of the number of commercial transactions being conducted.

42. The method of Claim 36, wherein the step of retrieving the created record from the vendor transaction database operates in response to the creation of one or more of the records in accordance with predetermined criteria.

43. The method of Claim 42, wherein the predetermined criteria comprises the receipt of a fixed number of records since the last retrieval step.

44. The method of Claim 42, wherein the predetermined criteria comprises time criteria such that records are retrieved after a predetermined amount of time from a last retrieval operation.





